

**ABSTRACT**

An apparatus, method, and computer program product for improving user satisfaction with automated response computer driven systems is provided. In one embodiment the automated  
5 computer system utilizes a Web browser accessing at least a Web site. In another embodiment, the automated computer system is a telephonic response system with voice recognition and generation capability. In each embodiment the user is first prompted to provide indications of user language usage preferences which are then analyzed and stored in a user profile. Thereafter, subsequent information from the automated system is modified in accordance with the stored  
10 user profile before presentation to the user.